

**City of Milpitas
Economic Development Commission
Monday, November 13, 2006**

UNAPPROVED MINUTES

- I. Flag Salute:** Chair Brahmbhatt called the meeting to order at 6:00 p.m. and Vice Chairman De Smidt led the Commission in the Pledge of Allegiance.
- II. Roll Call:** Commissioners present: Chair Dhaval Brahmbhatt, Vice Chair Frank De Smidt, Commissioners Donald Peoples, Zeya Mohsin, Barbara Santos, Vince Songcayawon, Minh Nguyen and Ray Maglalang.
Commissioners Absent: Charlene Tsao (excused); Tomo Tuong Nguyen.

Alternative commissioner approved: M/S by De Smidt and Peoples.

Council Liaison: Mayor Jose Esteves. City Staff: Diana Whitecar.
Public: Richard Ruth and Susan Lewis.

III. Announcements:

Council Liaison Report: The Mayor arrived at 6:25 p.m. and thanked the Commission for their support and reminded them of the “Swearing In” ceremonies on December 5th. He recalled that economic development was a critical issue during the election and urged the Commission to continue to press for implementation of the Economic Strategic Plan. He reflected that the City was fortunate to have a solid plan and that the current economy requires that Milpitas remain competitive. He closed by thanking the Commissioners for their commitment to Milpitas economic development.

Commissioner Reports: Vice Chair De Smidt announced the City election results and the Chamber of Commerce Business Mixer at City Hall on Wednesday, November 15th.

Commissioner Maglalang advised that the Knights of Columbus would be delivering food to the homeless on Thanksgiving and that the Knight’s MRP fundraiser will be held on Saturday and Sunday at local groceries.

Chair Brahmbhatt announced the upcoming IE3 meeting on November 21st from noon to 5pm. The program will include presentations on nanotechnology research in the local universities. He also announced that he would be holding business counseling sessions at the Community Center on Friday, November 17th in conjunction with the Small Business Development Center (SBDC).

Commissioner Peoples announced that he is moving his office to a site near the Great Mall and within the Transit Area Plan and doubling the size of his office space. He noted that most newspaper articles of late speak to the strength of the commercial market.

IV. Public Forum – Richard Ruth commented that with the strength in the commercial market there would likely be a need for more housing. Ms. Lewis noted that the SBDC would be working with the City to produce two more Business Success forums and to continuing the offsite counseling sessions in Milpitas.

V. Approval of Agenda: Motion to approve: M/S: Songcayawon/Maglalang. The vote to approve passed unanimously. Absent: TT Nguyen, Tsao.

VI. Minutes: Commissioner Santos noted asked for a correction on page 2 to reflect more accurately the need for VTA to offer any land they owned to other public agencies prior to offering it for sale to the public. Motion to approve as amended by Commissioner Santos. - M/S: De Smidt/Songcayawon. Motion passed unanimously. Absent: TT Nguyen, Tsao.

VII. Unfinished Business

Great Mall and Project Area No. 1 Redevelopment Plan Merger: Ms. Whitecar noted that the merger process was proceeding and would be considered by the City Council at their meeting on November 21st. She summarized the public comments heard at the November 1st Community Meeting that 21 individuals attended. Most of their comments focused not on the proposed merger, but on the Transit Area Plan and eminent domain. The only comments on the merger were concern expressed about locating electronic message board signs too close to residential. Also, the public asked that a fiscal impact analysis be completed for the location of signs to understand the potential impact on property values.

WiFi Update: Ms. Whitecar noted that Earthlink was running about 6 – 8 weeks behind schedule. Original schedule was to have the City “unwired” by Thanksgiving.

VIII. New Business

1. EDC Subcommittee Reports

- a. Image Subcommittee: Ms. Whitecar asked again if the Commission supported City Staff propose design options for the minor gateway signs and work with local consultants to complete construction documents for the sign. This may save money on design that can be used for installation. The EDC reconfirmed their commitment.
- b. Business Development Subcommittee: The Committee members agreed to meet with City staff on the industrial park sidewalk requirements.

2. Budget Considerations: Commissioners requested that staff email the approved Economic Development program budget. After discussion, the Commission voted to request that \$30,000 in FY 07-08 budget be

accelerated to FY 06-07 so that the three minor gateway signs could be installed at one time. M/S: De Smidt/Maglalang – unanimous with Commissioners TT Nguyen and Tsao absent.

3. Commissioner Maglalang reported that you could not read the clock or see “Milpitas” on the Alder/Tasman Gateway sign at night.
4. Parking Standards.

There was extensive discussion about parking standards. Commissioner Peoples recalled that in the 1970’s the Planning Commission established the parking standards that are used today. His experience is that the conditions that influenced the standards have changed, and there is not flexibility in the standards for odd shaped parcels or small lots. He believes that the parking design standards could address the need for special circumstances and still adhere to legislated requirements, such as special needs parking and community value expectations, such as landscaping.

Chair Brahmhatt described the parking challenges he faced at the Parc Place condominiums. Tandem spaces are not accessible by some sedans, residents use the visitor’s parking rather than the tandem spaces and overall the complex has inadequate parking. He requested that the City investigate the parking to see if Conditions of Approval are not being met.

Commissioner Songcayawon explained that commercial businesses at his property at Corning Avenue and South Main Street were heavily impacted by church parking on the weekends. In order to retain spaces for his tenants, he has hired a private security guard to monitor parking on the weekends. He believes that mixing religious and commercial uses creates unnecessary parking problems.

Commissioner Mohsin explained that the Planning Commission looks closely at the parking requirements for each development proposal. Vice Chair De Smidt requested that staff provide an update on how other cities handle conflicting parking uses.

Several motions were discussed, but in response to a suggestion by the Mayor, the Commission voted to ask the City Council appoint a Task Force to review the parking ordinance. He noted that the Council typically assigns a timeframe for task forces, so the request would be addressed in a timely fashion. M/S: Songcayawon/M.Nguyen: The Economic Development Commission asks the City Council to revisit the parking ordinance for residential, commercial and quasi-public and for a Task Force or use a similar vehicle to study and make recommendations. The vote was unanimous with Commissioners Tsao and TT Nguyen absent. On further recommendation of the Mayor, the Commission

indicated that they would articulate the reasons as to why this request was being made.

Staff indicated they would prepare a memo from the Commission to be reviewed at the next meeting.

- IX. Next Meeting:** M/S: Maglalang/Peoples to hold the December meeting failed. Voting to hold the meeting: Commissioners Peoples, Maglalang, Songcayawon and Vice Chair De Smidt. Voting against: Chair Brahmbhatt, Commissioners M. Nguyen, Santos and Mohsin.

Next Meeting Agenda: Monday, January 8, 2007 at Terminal A in Mineta San Jose International Airport. Staff will send directions to the specific meeting location prior to the meeting. Commissioners requested that their parking study request be presented to the City Council at the January 2, 2007 meeting.

Commissioner Maglalang requested new business cards prior to January.

X. Adjournment: M/S: De Smidt/Mohsin. The Commission unanimously agreed to adjourn at 8:05 p.m.

Respectfully Submitted,

Diana Whitecar
Economic Development Manager